

## PYRAMID PRICE COMPRISON REPORT

05/25/89 -

2041392924

## 19 MARKET SUMMARY

Stores Audited - 1410

	% DSTB	AVG FACINGS	AVG PRICE	PERCENT OF FULL MARGIN PRICE	PERCENT OF DORAL PRICE	PERCENT OF CAMBRIDGE PRICE	% STORES PYRAMID = DORAL	% STORES PYRAMID = CAMBRIDGE
TOTAL PYRAMID	6.7	4.1	9.00	67.7	84.6	83.2	1.9	1.3
PYRAMID NON-FILTER KING	3.1	1.1	9.00	69.4	82.6	82.0	0.5	0.4
PYRAMID LIGHT KING	4.7	1.5	9.17	70.6	86.8	82.7	1.3	0.7
PYRAMID LIGHT 100'S	4.8	1.3	9.27	69.6	84.3	83.8	1.1	0.9
PYRAMID LIGHT MENTHOL 100	4.8	1.3	9.38	70.8	86.0	84.7	0.9	0.7
PYRAMID ULTRA LIGHT 100'S	4.3	1.3	9.34	68.9	82.9	82.1	0.8	0.6
TOTAL FULL MARGIN	6.8	17.3	9.00	99.9	120.6	119.1	0.0	0.0
MARLBORO RED SOFT	6.6	4.3	12.93	100.0	121.3	119.5	0.0	0.0
MARLBORO 100 SOFT	6.0	2.9	13.22	100.0	120.0	118.9	0.0	0.0
WINSTON KING SOFT	6.5	4.0	12.88	99.9	121.1	119.4	0.0	0.0
WINSTON 100 SOFT	6.7	3.0	13.21	99.9	120.1	118.3	0.0	0.0
KOOL KING	6.5	2.3	12.93	99.8	121.0	119.4	0.0	0.0
KOOL 100'S	6.5	1.9	13.20	100.0	120.1	118.7	0.0	0.0
TOTAL OTHERS	6.3	7.9	9.00	84.1	100.9	99.5	0.0	0.0
DORAL KING	5.0	3.0	10.65	83.3	100.0	98.6	0.0	0.0
DORAL 100'S	5.5	3.7	11.05	84.0	100.0	99.1	0.0	0.0
CAMBRIDGE KING	4.9	1.6	10.98	84.4	102.5	100.0	0.0	0.0
CAMBRIDGE 100'S	4.9	1.7	11.31	84.8	101.6	100.0	0.0	0.0